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# **COKER'S PEDIGREED FALL GRAINS**

**1952 BREEDER'S REGISTERED SEED**



**COKER'S PEDIGREED SEED COMPANY**

**Hartsville**



**South Carolina**

*The South's Foremost Seed Breeders*



# GEORGE J. WILDS, JR.

1889-1951

In the passing of George J. Wilds, Jr., on October 26, 1951, the South has lost a great scientist and we have lost a friend.

In 1908, when 19 years old, he became plant breeding assistant to David R. Coker. Since then he followed his calling with boundless energy and enthusiasm and with outstanding success. The history of his work is the history of plant breeding in the Southeast. He studied with the great teachers of genetics at Cornell University and prepared himself to understand and interpret Nature's laws, which became under his imagination his actual tools.

When in 1920 the coming of the boll weevil ended the planting of late maturing varieties of cotton, Dr. Wilds was well along with the development of early maturing varieties suitable for boll weevil conditions. Later he developed disease resistant varieties, and Coker's 100 Wilt is the standard cotton of the Southeast today.

His small grain work, begun in 1908, resulted in the development of the outstanding disease resistant varieties of rye, wheat, and oats now planted in the Southeast.

He had the unique gift of being able to put his findings in science into economic progress. Better seeds brought better incomes in agriculture.

He was recognized by scholars and by farmers as a great builder and leader, who kept service to humanity as his guiding thought. He was so honest, so simple, and so enthusiastic that men immediately trusted him and his very nature sold his ideas.

He was internationally known as a great Plant Breeder, and students from many parts of the world came to observe his work and to see his achievements. He was also the close friend of untold numbers who had felt the warmth of his radiant personality and had benefited by his vision and his inspiration as well as his good seeds.

Many honors came to him, but he remained to the end the same modest, lovable George Wilds, loyal friend, enthusiastic sportsman, charming companion, great human being.

THE BOARD OF DIRECTORS

Coker's Pedigreed Seed Company

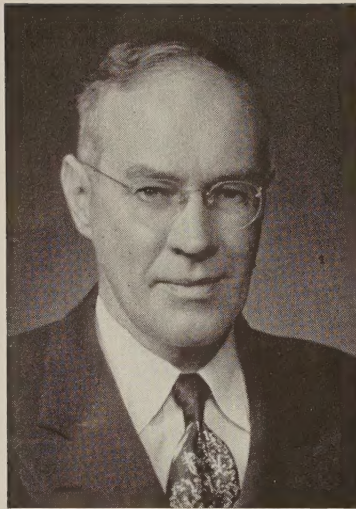




GEORGE J. WILDS, JR.  
Plant Breeder 1908-1951  
President 1938-1951



# TO OUR FRIENDS AND CUSTOMERS:



**ROBERT R. COKER**  
President and Treasurer

We take this opportunity of paying tribute to the life and memory of Dr. George J. Wilds, Jr., late President of the Company, in this our first publication since his passing.

It was the privilege of the writer to be intimately associated with Dr. Wilds for almost a quarter of a century, and to recognize in him a man of rare ability, boundless enthusiasm, untiring in his efforts to expand the accomplishments of the science of plant breeding and to increase the effectiveness of Coker's Pedigreed Seed Company's services to southern farmers. Improved varieties of field crops that he had developed identified him as one of the world's leading plant breeders.

Through his vision and foresight he brought together a competent group of scientists who as co-workers during his life time had the benefit of his inspired leadership and technical knowledge, and who since his passing have been able to carry forward the plant breeding program of the Company without interruption.

His life of service and loyalty to the ideals of the founder of the Company, the late Mr. David R. Coker, will ever be an example and inspiration to us, the officers and staff of this Company.

We pledge a continuation of our policy of rendering the greatest possible service to our friends—the farmers and agricultural workers of the South—in maintaining the highest standards of purity and quality in the varieties of seed which we offer, and in sharing scientific information gained through our program of research and experimentation.

Sincerely,  
Robert R. Coker

It is with pride that we offer Breeder Registered Seed of Coker's 48-93 and Coker's Fulgrain oats, and of Coker's 47-27 wheat. We know that these varieties possess better combinations of yield, disease-resistance, cold-resistance, and lodge-proof characteristics than exist in any other varieties. Coker's Victorgrain 48-93 is widely acclaimed as the most outstanding oat grown in the Southern States. Coker's Fulgrain is the earliest oat grown in the South. Coker's 47-27 is truly the South's superior wheat because of its productivity, storm resistance, and adaptation to combining.

The bag of high quality, high yielding, Coker's Breeder Registered Seed that you plant did not come about by chance. It is a result of well-planned, scientifically-conducted breeding procedures in which desirable characteristics are combined into a single variety by selection or by hybridization and subsequent selection. It is a result of intensive testing programs in which large numbers of varieties are grown in efficiently designed experiments in widely distributed areas. It is a result of a seed-stock increase program conducive to the production of high quality grain, free of weeds and of seeds of other crops. It is a result of processing with the best and most effective cleaning equipment, obtainable at any cost, and of the employment of proper seed treatment, bagging, and storage procedures.

Your interest in our small grain varieties is appreciated and is a real encouragement for us to continue with our efforts to breed and distribute seed of still better varieties.

Sincerely  
J. Winston Neely



**J. WINSTON NEELY**  
Vice-President  
Director of Plant Breeding and  
Agricultural Research

Cover Photo—Misses Jo Ann and Melba June, twin daughters of master farmer Edward Boetcher and Mrs. Boetcher of Hanceville, Ala., shown in field of Coker's Victorgrain 48-93 oats. Mr. Boetcher writes, "Your Victorgrain 48-93 oats stand up well, and my average yields have been 75 bushels per acre and better."

[4]

Below—Airplane view of our main breeding nursery of small grain located at Hartsville in Darlington County, S. C. Shows portion of the more than 54,000 test rows planted.





# PROBLEMS AND PROGRESS IN SMALL GRAIN BREEDING

By Samuel J. Hadden

Plant Breeder in Charge

Small Grain Breeding and Development Program

In the 20 year period 1901-1920, South Carolina (the most important oat producing state east of the Mississippi), produced an annual average of about 5½ million bushels of oats. The principal varieties available during that period were Red Rustproof and Fulghum. In the 10 year period 1941-1950, production averaged over 16 million bushels. Acre yields in the first period averaged 18.7 bushels; in the last decade the average rose to 24.9 bushels. Although improved cultural and fertilization practices were doubtless important factors in the increase of yields and total production, the breeding and distribution of the "Victorgrain type" of oats in 1940 was surely a principal factor. Increases in total wheat production and acre yields can likewise be correlated with the development of superior varieties, and equivalent stimulation of grain production can also be shown in other southern states.

## BREEDING WORK MUST BE CONTINUOUS

Progress in grain breeding in recent years has been gratifying to the breeders and profitable to the growers, but we cannot afford to become complacent and lessen our efforts. As new disease-resistant varieties are being developed, nature is constantly evolving new diseases, or new races of the old, to attack them. Fortunately, the U.S.D.A., through the Division of Plant Introduction, is searching the world for breeding stocks possessing disease-resistance factors, and we have access to these introductions for use in our breeding program. It is known that races of rust capable of thriving on the presently resistant oat varieties are spreading. Several years ago we anticipated this potential threat by crossing the Landhafer and Santa Fe introductions with our better adapted oats and are now testing thousands of progenies of these combinations.

Similarly, new and virulent races of wheat mildew are becoming more prevalent. Suwon 92 and Asosan, new U.S.D.A. introductions highly resistant to these races, are being used in an intensive back-cross program to fortify the mildew resistance of Coker 47-27.

## NECESSARY TO WORK WITH LARGE NUMBERS

Since many of the desirable characters in the small grains are conditioned by the action of multiple genes, it is necessary to work with tremendously



SAMUEL J. HADDEN

large numbers of individual selections in order to find the lines possessing the favorable combinations. The growing of such a large volume of breeding material involves the seeding of thousands of individual rows in the main breeding nurseries at Hartsville on approximately 25 acres. These plantings are aside from a special yield test nursery on the Dave Cameron Farms at York and a disease-test plot on Brays Island Plantation at Yemassee, S. C.

## TWO-CROP SPEED-UP SYSTEM

Beyond the requirements of large plantings, special disease tests, and physical facilities, there is the further consideration of a very important element—time. By extra early harvest of the most promising breeding lines from the Brays Island nursery, and through the cooperation of the Branch Experiment Station at Aberdeen, Idaho, an extra generation or increase is obtained annually from a crop grown there each summer. The seeds are returned to Hartsville in time for a second crop from fall seeding, and progress is thus greatly speeded.



# Coker's Pedigreed VICTORGRAIN 48-93 OATS

1952 BREEDER'S REGISTERED SEED

Victorgrain 48-93 was first distributed in limited quantities in 1950. All available stocks were sold out so early in that season that the acreage planted for the 1951 crop of Registered Seeds was doubled. However, the demand was such that all stocks were again sold very early in the summer of 1951. Although the acreage of foundation-planting for 1952 was again doubled, indications at this writing are that supplies still will be inadequate to meet the demands of growers for this new variety which has proved to be so popular throughout the fall-sown oat belt.

## BREEDING HISTORY

In the course of routine reselection of the standard Victorgrain variety, one particular reselection was observed in the 1945-46 breeding nursery as being different from any of the hundreds of other rows planted with panicle-selections from the same variety. This special selection was entered in the preliminary strains tests in 1946-47; thence to increase block No. 93 in 1947-48. In comparisons with the standard Victorgrain, the new variety, designated Victorgrain 48-93, was so strikingly superior in general characteristics, yield performance and disease-resistance that full-scale increase was commenced in 1948-49. The new variety replaced the old in the following year.

Certain features of Victorgrain 48-93 suggest that it may have resulted from a chance backcross to the original Fulgrain (Str. 1-3) variety. On the other hand it may have originated as a natural genetic variant of the standard Victorgrain. The really important consideration is the general superiority of Victorgrain 48-93 over other varieties. It is not the policy of this Company to quote comparative data from our own tests to publicize the advantages of our varieties

Below, left—Our Max E. Jones congratulates Addison Mills, successful farmer of Union County, N. C., on another bumper crop of Victorgrain 48-93 oats as Mr. Starnes of the Secrest Feed & Seed Co., Monroe, N. C., Coker's seed distributors, smiles approvingly. Mr. Mills says, "I like this oat, for it stands up well, is early and yields heavier than any oat I have ever grown."



over those of other breeders. It is, however, of some interest to note that Victorgrain 48-93 in our 1952 nursery tests yielded 70.0 bushels per acre while the Victorgrain parental type yielded only 61.1 bushels.

## YIELD RECORD IN STATION TESTS

Last year, Victorgrain 48-93 led the list of commercially-available varieties in Station or Official Variety Tests at the following locations: Florence, S. C.; Statesville, Whitakers and Raeford, N. C.; St. Joseph, La.; and Stoneville and State College, Miss.

Average yields from tests at 6 locations in Mississippi placed Victorgrain 48-93 first among 19 varieties and strains tested at those points. At the Delta Experiment Station, Stoneville, Miss., Victorgrain 48-93 has led the 3-year average yield of commercially-available varieties.

## AGRONOMIC CHARACTERISTICS

The perfect oat variety has never been and doubtless never will be produced; nonetheless, we believe that Victorgrain 48-93 more closely approaches the ideal variety than any other oat presently obtainable in the South. While no official estimates of varietal distribution over the southern territory are available, there is no doubt that more Registered Seeds of this variety are being distributed than of any other one variety in the South. Such predominance of distribution attests the general adaptation of the variety. Victorgrain

(Continued on page 8)

Right Hand Page—Dr. T. R. Stanton, formerly Senior Agronomist in Charge of Oat Investigations, USDA, now Coker consultant on small grain breeding, and our S. J. Hadden shown in field of Coker's Victorgrain 48-93 oats. This is one of our seed fields of registered seed produced for sale stock and yielded 96.4 bushels per acre.

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Below, right—Mr. H. M. McLaurin, Jr., of Wedgefield, S. C., proudly displays a bundle of Victorgrain 48-93 oats to Coker representative Jones. Mr. McLaurin says, "I have been particularly impressed with the fine grazing qualities of this oat as well as the high yields and earliness which enables me to follow this grain with a good crop of soybeans."









**VICTORGRAIN 48-93**  
(Continued from page 6)



Above—This field of 48-93 oats, seeded at the rate of only 1½ bu. per acre, yielded 94.4 bushels per acre in a demonstration planting conducted on the Johnson Farms in Geneva County, Alabama.

48-93 is fully as cold-hardy as the original Victorgrain; it is earlier than any other commonly-grown variety save our Fulgrain; it is vigorous enough in vegetative growth to produce high yields of grain and forage, yet not so rank as to smother lespedeza or other companion crops.

Owing to its unusually stiff and relatively short straw, it is exceptionally storm-resistant; hence, is ideally suited to combine harvesting. The kernels of Victorgrain 48-93 are large, plump, smooth, thin-hulled, and practically free of awns. The crop threshes clean, and is economically processed to yield a finished product with high test-weight and a low percentage of screening loss.

**DISEASE RESISTANCE**

Victorgrain 48-93 is resistant to the races of crown rust now prevalent in the U. S. Although it is not considered resistant to the *Helminthosporium* blight that caused some losses in 1948, it is more tolerant of that disease than many other Victoria derivatives being grown at that time. Of the three races of smut prevalent in the South, Victorgrain 48-93 is highly resistant to two, and susceptible to one. With the exception of our Fulgrain, no other variety presently being grown in the South is resistant to all three races. We recommend that all planting stocks of oats, regardless of variety, be treated with Ceresan, as this precaution is good insurance against the development and spread of all seed-borne diseases, including smut.

**SUMMARY STATEMENT**

Dr. T. R. Stanton, Coker Consultant, and outstanding authority on oat breeding and production in the U. S., has aptly summed up the varietal situation in the South with the statement that "Victorgrain 48-93 is one of the best oat varieties available in the South, and is certainly the best and most uniform variety ever distributed by the Coker's Pedigreed Seed Company." Considering the almost universal acceptance by southern growers of the Coker varieties previously distributed, and the desirable features

Below—Mr. Claude Romine, long-time Coker customer and leading oat grower of Leland, Miss., likes the well-balanced heads and plump grains of his Coker oats.



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Below—Mr. Joe E. Terry, successful operator of the famous Four Fifths Plantation near Greenwood, Miss., shown on left, and his farm manager, Mr. Joe Ross, produced this fine crop of oats with Coker's Registered Victorgrain 48-93 seed.





of this variety as compared with any others presently available, it is not hard to understand why we have constantly doubled our acreage for the production of Breeder's Registered Seeds. No other variety possesses such a fortuitous combination of the genetic factors for hardiness, vigor, earliness, straw-strength, rust-resistance, productivity, and kernel characters as does Victorgrain 48-93.

#### DESCRIPTION

**Plant:** Semi-procumbent—profuse tillering. Cold resistant. ideal height—about the same as original Fulgrain. Will not interfere with lespedeza or similar crop where interplanted.

**Smut Resistance:** Resistant to most races, susceptible to one race.

**Rust Resistance:** Highly resistant to crown rust.

**Blight Resistance:** Significantly more tolerant than previous strains.

**Season:** 7 to 10 days earlier than Stanton, Letoria, Arlington, Lee.

**Heads:** Long and well balanced.

**Straw:** Very stiff, storm resistant. Ideal for combining.

**Grains:** Larger than in strains previously grown. Attractive, bright, resisting weather stain. Plump, well-filled groat, high feed value.

**Production:** One of the best varieties which we have bred or tested.

**Uniformity:** The most uniform variety that we have ever released.

#### PRICES

1 to 16 bushels	_____	\$3.75 per bu.
16 to 48 bushels	_____	3.50 per bu.
48 to 100 bushels	_____	3.25 per bu.
100 bushels and up	_____	3.00 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

These Oats Treated With New Improved Ceresan.

Below—A respected customer of ours since 1909, Mr. J. N. Dennis of Clanton, Ala., is shown in his fine field of Victorgrain 48-93 oats. He writes: "I had 4.1 acres measured by an employee of P.M.A. office, drilled December 1, 1951 using 12¼ bu. of Coker's 48-93 breeder's oats on well fertilized corn and cotton land, but no fertilizer was used under oats at time of planting and 200 lb. of 33% ammonium nitrate per acre was used as top dresser in March. On 3rd and 4th of June, 415 bu. of dry oats were harvested from this plot of land."

VICTORGRAIN 48-93 OATS  
DIRECT FROM COKER (EST. YIELD 75 BU)  
T.B. UPCHURCH, INC.



Above—North Carolina agricultural leader and outstanding farmer, T. B. Upchurch, Jr., Raeford, N. C., shown in photo, says, "Our yields of your 48-93 oats ran up to more than 90 bushels per acre, and we were pleased with the ease of combining and fine quality of grain. Because of the early maturity and not too long straw, we have a fine crop of lespedeza following the oats which is very important with our cattle and grain program."

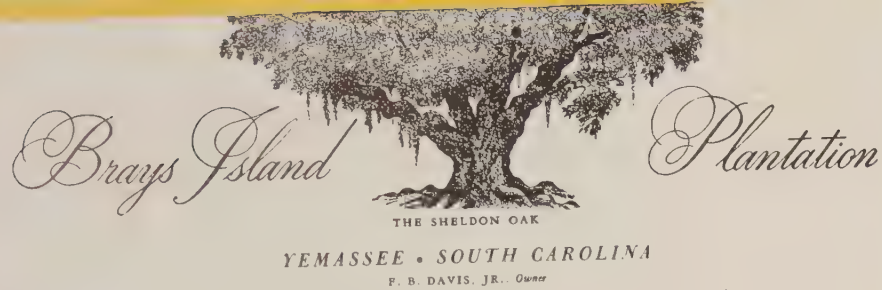
[9]











Mr. Robert R. Coker, President  
Coker's Pedigreed Seed Company  
Hartsville, S. C.

Dear Mr. Coker:

We are writing you in reference to our experience with  
Coker's Victorgrain 48-93 oats here at Brays Island.

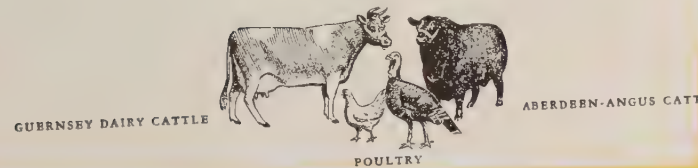
We have grown 48-93 Victorgrain for the past two years.  
It has given excellent results. This year we averaged  
seventy bushels per acre and on one ten acre field we  
averaged ninety bushels per acre. It produces excellent,  
strong, clean straw. We had no lodging. The 48-93  
Victorgrain stools well which would make it a good grazing  
oat. Thus far it has been resistant to our heavy  
Helminthosporium infestation.

Yours very truly,

BRAYS ISLAND PLANTATION, INC.

*Robert Garland*

Robert Garland, Farm Manager



### MISSISSIPPI STATE OAT VARIETY TEST, 1950-1951

Delta Experiment Station, Stoneville, Miss.

Date seeded: Oct. 18, 1950 No. replications: 6 No. rows each plot: 4  
Top dressing: Nitrate of soda Lbs. per acre: 200 (32 lbs. N) Date applied:  
Previous crop: Cowpeas Soil: Sandy loam March 2, 1951

VARIETY	Acre Yield	Winter Survival	Forage * value Mar. 2	AVERAGE YIELD	
				2-year	3-year
COMMERCIALY AVAILABLE VARIETIES					
	<u>bu.</u>	<u>pct.</u>	<u>pct.</u>	<u>bu.</u>	<u>bu.</u>
Alber	81.6	97	108	69.1	65.8
Arlington	73.0	98	113	68.7	--
Bonda	43.1	23	12	46.6	38.5
Camellia	79.6	70	79	61.9	53.3
Carolina Red	81.8	96	106	71.6	65.8
Delair	74.5	95	112	59.7	63.7
Delta Red 88	85.7	90	103	73.1	69.4
Fulgrain 51 B.S.	71.1	98	112	65.8	67.4
Madison Co. Red	77.8	93	103	70.0	64.7
Mustang	73.5	92	113	68.5	--
Nortex 107 (0112)	84.7	99	108	74.2	68.2
Southland	66.8	83	98	69.9	--
Victorgrain 48-93	88.1	100	114	83.6	85.2
Fulgrain 48-107	72.3	98	111	72.1	--
Baylis	82.4	93	106	72.7	68.9

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COKERS PEDIGREED SEED CO=

HARTSVILLE SOCAR=

J D BONE LESLIE GEORGIA PRODUCED 11,000 BUSHEL OF OATS  
ON 110 ACRES FROM BREEDER STOCK 48-93 VICTORGRAIN OATS THIS  
YEAR=

FERGUSON SEED CO=

## CUSTOMER REPORTS AND EXPERIMENT STATION TESTS RESULTS ON COKER'S VICTORGRAIN 48-93 OATS

NORTHEAST LOUISIANA EXPERIMENT STATION  
St. Joseph, Louisiana  
1950-51

### COMMERCIAL OAT VARIETY TEST

Variety	Yield	
	Bu.	Per Acre
Coker's Victorgrain 48-93	93.2	✓
D. Hybrid 24893	92.1	
DeSoto	90.1	
Coker's 49-49	86.2	
Ferguson	85.2	
Alber (Stoneville, Miss.)	84.8	
Coker's Fulgrain 48-107	84.8	
R.R.P. 33773	83.8	
Coker's 49-42	81.2	
Nortex 107 (0112)	79.4	
Delta Red 88	77.0	
Camellia	72.9	
*La. Alber	71.0	
*Coker's Ped. Fulgrain	67.0	
*Hauser Selection	52.3	

\*Bird damage.

REMARKS: Planted Oct. 27, 1950. Two repli-  
cations 6 ft. x 220 ft. Applied 32 lbs. N.  
Feb. 28, 1951. Harvested with a combine.  
Varieties Camellia and La. Alber were planted  
two weeks after the test was planted.

OAT VARIETY TEST - 1951  
Clemson College Pee Dee Experiment Station  
Florence, S. C.

Variety	COMMERCIALY AVAILABLE	
	Bu.	Acre
Coker's Victorgrain 48-93	83.0	✓
Coker's Fulgrain 50-2	81.7	
Fulgrain St. 7 (Wood)	80.8	
Fulgrain St. 3 (Wood)	79.9	
Arlington	76.0	
Victorgrain #451 (Wood)	75.8	
Coker's Fulgrain 48-107	69.8	
Fulwood (Wood)	67.7	
Letoria #359 (Wood)	60.4	
Stanton (Wood)	50.7	

## SPANN BROTHERS

INTENSIVE METHODS FOR GROWING SELECT SEED  
VARIETIES, OATS, CORN, PEAS, AND COTTON

Dothan, Alabama

June 18th 1952

For twenty or more years we have been planting Coker's  
oats and have always been well pleased with our results  
from their products.

Last year we planted one hundred acres of Coker's 48-93  
Victorgrain oats. In this plot 18.4 acres followed Odgen  
Soy Beans and our yield from this plot was 1048 bushels  
or 89.5 bushels to the acre. The balance of the 100 acre  
plot followed cotton and the overall yield was 66-2/3  
bushels per acre on the entire acreage. We were very much  
pleased with the way these oats stood during some very  
hard rains and much wind. All of the oats were cut standing  
although at one time we had to pull our combine with two  
tractors in tandem. This proves to us that the 48-93 oat  
stands up well for combining.

Yours very truly,

Spann Brothers Farms

*Spann*

Itta Bena, Mississippi  
June 24, 1952

Coker's Pedigreed Seed Company  
Hartsville, S. C.

Gentlemen:

The ability of Coker's Victorgrain 48-93 Oats to stand out -  
their ability to stand up - and their long, heavy well-balanced  
heads make this the oat that we will stand by, this strain on  
our plantation. Our complete oat acreage will be seeded to  
48-93 next year.

There's no question in my mind that this is the best oat we've  
ever grown on our plantation. Our seed fields averaged 85  
bushels per acre.

Yours very truly,

G. W. GREEN PLANTATION

*Jimmy Green*  
By: Jimmy Green

Coker's Pedigreed Seed Company  
Hartsville, S. C.

Leroy, Alabama  
June 9, 1952

Dear Sirs:

Last year I bought two hundred twenty-five bushels of your  
Victorgrain 48-93 oats in a carload lot that was shipped to  
Centralla Co-op, Selma, Alabama.

Thought you would like to know how I came out with the oats.  
I did not weigh all of the crop but did weigh a plot on each of  
three days combining. Each time I weighed I was getting from  
85 1/2 to 99 bushels per acre. I had the county agent of Clarke  
County, Alabama, to weigh one day and the PMA representative to  
weigh one day. Am sure that the entire 70 acres planted averaged  
90 bushels or better.

Please send me prices on 1952 Registered Victorgrain 48-93 oats.  
If you would like a statement from the parties that weighed my  
oats, I would be glad to get one from them for you.

Yours very truly,

*Hugh Garriss*  
Hugh Garriss



# *Coker's Pedigreed*

## RUST RESISTANT

# FULGRAIN OATS

### 1952 BREEDER'S REGISTERED SEED

Prior to the introduction of Rust-Resistant Fulgrain in 1940, the only early oat available to southern growers was Fulghum. But the latter variety was limited in range of adaptation by lack of cold-hardiness in the Piedmont, and by being subject to the scourge of crown rust in the Coastal Plain region. Nor was Fulghum well suited to combine harvesting, owing to lack of storm resistance. Immediately following the release of Fulgrain the area of southern oat production was greatly extended, toward the north in the Piedmont, and toward the Atlantic and Gulf Coasts in the Coastal Plain.

In the class of early oats, Fulgrain has, for over a decade, held top place as the most widely grown variety. It remains the only rust-resistant variety in the South that possesses good cold-resistance, and high resistance to all races of smut now prevalent in the South.

The combination of extreme earliness and shortness of straw is considered by many experienced growers to favor the full development of the lespedeza hay crops frequently seeded on oat fields, and which often are as profitable as the oat crop itself.

#### DESCRIPTION

**Plant:** Semi-erect habit with wide, dark green blades. Cold resistant, profuse tillering, grows to medium height.

Below—Orangeburg County Grown Fulgrain Oats—In center is Mr. H. L. Shuler of firm of Shuler and Smoak, pioneer Coker seed distributors, examining Fulgrain oats produced by Mr. J. T. Riley, Cameron, S. C., who looks on with pride. On left is Mr. H. L. Shuler, Jr., who is now associated with his father in business.

**Rust Resistance:** Highly resistant to crown or leaf rust; produced a good crop while susceptible varieties were completely destroyed.

**Smut Resistance:** Resistant to all prevalent races of smut.

**Season:** The earliest rust-resistant oat grown in the South; 10 to 12 days earlier than Appler.

**Heads:** Long, well-balanced, heavily fruited.

**Straw:** Very stiff and storm resistant. Ideal combine type.

**Grains:** Attractive, bright, resisting weatherstain; plump, well-filled berry; low per cent hull, high feeding value. Occasionally bears a few awns.

**Production:** One of the safest, most productive varieties we have ever bred or tested.

**Victoria Blight:** Although not resistant, our 1952 strain of Fulgrain has considerable tolerance to this disease.

#### PRICES

1 to 16 bushels	_____	\$3.75 per bu.
16 to 48 bushels	_____	3.50 per bu.
48 to 100 bushels	_____	3.25 per bu.
100 bushels and up	_____	3.00 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

These Oats Treated With New Improved Ceresan.

[12]

Right Hand Page—An eyeful, an armful of Coker's Pedigreed Fulgrain oats, 1952 Breeder's Registered seed as displayed by Production Manager R. S. Cathcart. Note the long, well-balanced heavily fruited heads as well as the sturdy straw in this field.











# *Coker's Pedigreed* **COKER** **47-27 WHEAT**

**1952 BREEDER'S REGISTERED SEED**

Coker 47-27 is derived from a cross made in our breeding nursery between Fronteira, a South American spring variety, and Hardired, a winter-type wheat. Although the Fronteira variety is totally unadapted to growing in the southeast, it appears to have contributed (in addition to rust-resistance) some unusually potent yield factors to the hybrid combination from which Coker 47-27 was selected. In productivity, Coker 47-27 is far superior to either parent, and, moreover, has ranked at or near the top in most comparisons with other commercial varieties throughout the South.

In the North Carolina Official Variety Tests for 1951, Coker 47-27 led the commercially-available group of varieties with a state-average yield of 53.1 bushels per acre, and tied with one other entry for top rank among these varieties in 1952. Of the commercial varieties in the three Piedmont tests at Statesville, Reidsville, and Monroe, N. C., in 1952, Coker 47-27 ranked No. 1 in average yield.

Coker 47-27 is probably not sufficiently hardy for dependable production in the mountain areas. However, hardiness data from the Official Variety Test at Waynesville, N. C., in 1952 show that this variety survived 68 per cent, as compared to 63 and 64 per cent survival, respectively, of its principal competitors. The variety appears to be hardy enough for most locations in the Piedmont and has given excellent yields throughout the Coastal Plain.

Coker 47-27 has excellent straw. In the Official Variety Tests, it was rated better than either of its principal competitors in this respect.

Test-weight in wheat is an important factor considered by millers. Experiment Station data are available on six independent comparisons of weight per bushel. Average test-weights were 61.0 pounds for Coker 47-27, as compared to 58.0 and 57.9 pounds, respectively, for its two principal competitors.

## **DESCRIPTION**

**Plant:** Semi-winter habit; good stooling; leafy, vigorous early growth; slightly taller than Redhart.

**Straw:** Yellow, stiff, storm resistant.

**Heads:** Erect, square, broad to the tip, with fully filled mesh and closely fitting straw-colored glumes.

**Yield:** Very satisfactory.

**Disease Resistance:** Relatively tolerant, but not resistant to mildew. Excellent resistance to leaf rust and to most races of stem rust prevalent in the Southeast.

**Season:** About two days later than Hardired; one week earlier than Fulcaster and Vahart.

**Grains:** Plump, horny, with high gluten content; excellent in milling quality. High test-weight.

## **PRICES**

1 to 16 bushels	.....	\$6.25 per bu.
16 to 48 bushels	.....	6.00 per bu.
48 to 100 bushels	.....	5.75 per bu.
100 bushels and up	.....	5.50 per bu.

F.O.B. Hartsville, S. C., and Memphis, Tenn.

Left—R. S. Entzminger, senior member of our sales staff, with an armful of Coker 47-27 wheat. Note the stiff, storm resistant straw and the erect, square heads with full filled mesh and closely fitting, straw-colored glumes.

Right Hand Page—Coker 47-27 Wheat Does Well in Cleveland County, N. C.—Shown in photo is Mr. O. Z. Morgan, leading distributor of Coker's Pedigreed cotton seed in the Piedmont, North Carolina.







# TESTING BREEDING LINES OF OATS IN THE

Photo 1

Seeds of each line to be tested are planted in individual pots. At about the three-leaf stage, the plants are sprayed in late afternoon with distilled water.



Photo 2

A shower of rust spores from heavily-rusted oats are dusted on the moistened leaves. Mixed cultures, including all prevalent races, are used in these tests.



Photo 3

The inoculated plants are covered over-night with wet cloths to maintain the necessary relative humidity—above 99½% is required for infection.





# GREENHOUSE FOR RESISTANCE TO CROWN RUST



Photo 4

Two weeks later, the plants are examined to determine whether the selections are resistant, susceptible, or segregating. All of the more promising breeding lines are put through these tests.



Photo 5

To obtain ratings on many other lines, and to confirm greenhouse results, rust is established in the breeding nursery by transplanting heavily rusted plants to the breeding plots in early spring.



Photo 6

Inoculation and general spread of rust is favored by covering the transplant areas with wet cloths for several nights.





ABOVE—105 BUSHEL OATS AND 70 BALES LESPEDEZA HAY HARVESTED. Mr. H. S. Straughn, Siler City, N. C., produced 105 bushels Victorgrain 48-93 oats and harvested 70 bales lespedeza hay per acre later from the same 7-acre field. Mr. Straughn is shown here noting both his oats and splendid stand of lespedeza.



Top right—A 20-acre field of Victorgrain 48-93 oats on the Tallassee Plant Breeding Unit of the A.P.I. Agriculture Experiment Station. This field was planted with registered seed. The average yield on the twenty acres was 105 bushels per acre. (Photo courtesy of the A.P.I. Agricultural Experiment Station.)

Bottom right—Dr. T. R. Stanton shown in section of one of our small grain breeding nurseries noting differences in storm resistance between Victorgrain 48-93 on left and competing variety on right.

## 100% UNIFORMITY OF TYPE CANNOT BE EXPECTED

While the general type and appearance of both our Victorgrain and Fulgrain oats are thoroughly fixed by many years of selection and breeding, in varieties of hybrid origin such as these are, you will usually find a few plants per acre which are slightly different in appearance and height from the others. Remember Victorgrain and Fulgrain are rather short strawed oats and any taller off-types will stand out above the rest just like rye in a wheat field, and therefore can be easily seen and rogued out. In the taller

growing varieties of oats such as Red Rust Proof, Stanton, and Clinton, the off-type plants will usually be shorter than the others and will not be noticed because they are covered up by the average height of the field.

All fields of small grain grown for certification should be carefully rogued for removal of noxious weeds, off-types, etc., prior to inspection by certifying agency, no matter how pure or true to type the variety planted.



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# TERMS and CONDITIONS

**OUR RESPONSIBILITY:** Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

**YOUR PROTECTION:** Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

**REGISTERED SEED:** All of our pedigreed fall grain seed are classified as "BREEDER'S REGISTERED SEED" and are tagged with the purple tag of the State Crop Improvement Association. We are the original source of seed of Victorgrain 48-93 and Fulgrain oats and Coker 47-27 wheat from which blue tag certified seed can be produced.

**OUR CLAIMS:** The claims we make for our seed are based on their actual performance in our breeding plots, variety tests, and increase fields. They are ALL bred, grown, prepared, tested, and stored under our personal supervision and control.

**EFFECT OF GROWING CONDITIONS:** Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

**ONE PRICE POLICY:** Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists, and pamphlets.

It is our policy to ship or deliver on a C.O.D. basis all seed that have not been paid for at time of shipment or delivery. All seed are shipped freight or express collect.



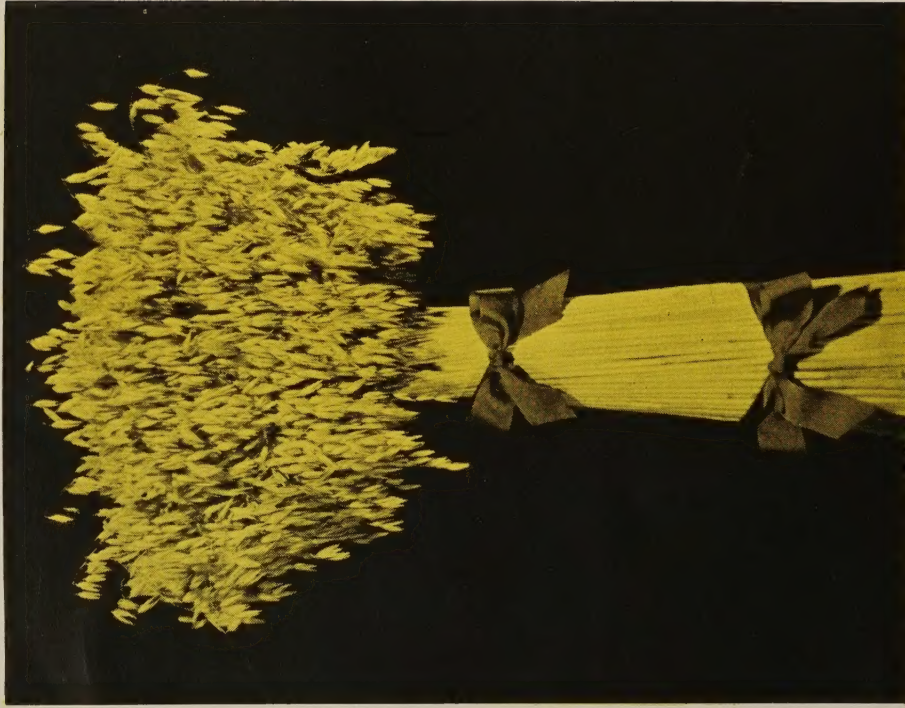
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